

 Staffbase

The Business Case for Internal Comms with **Seaboard Triumph Foods**

 seaboardtriumph
FOODS



Strong communication provides a strong return on investment.



2,400+ employees



Sioux City, United States

Companies of all shapes and sizes are finding value in adopting a mobile internal comms solution to boost employee engagement and reduce work-related accidents. Our customers are driving digital transformation with solutions that cut costs and even lead to ROOI—Return on Other Investments.

Seaboard Triumph Foods (STF) started in 2017 with a million square foot facility in Sioux City, Iowa. Two thousand employees work at the facility that runs 24 hours a day, five to six days a week. As a food manufacturing company, STF processes 20,000 hogs a day and ships out 25 million pounds of pork each week!

The Challenges

With a workforce that's 80% non-desk, it's Erin Cantrell's job to create a centralized hub for information for all employees. That means reaching employees who work the same hours as the executive team and HR staff as well as the employees on the overnight third shift that runs through the early morning hours.

Erin is a Senior Communication Specialist who leads a small but mighty team of two for STF's internal communications, social media, website, employee engagement efforts, marketing, photography, public relations, and community partnerships.



Erin Cantrell

Senior Communications Specialist

In addition to finding a way to mass-distribute internal information, creating accessible communications was a major priority for STF. Accessibility included having information in employees' native languages, answering questions for everyone to see, and offering a comms tool that allows flexibility for access whether employees are at work or want to check the shift schedule from home.

The Solution

STF Connect, a branded mobile app by Staffbase, launched in 2017 and today 64% of their workforce have registered on the app. With their employee app, Erin is able to craft engaging internal communications with sizable reach. Beyond getting critical information to the employees on the factory floor, Erin has seen an increase in engagement and productivity while observing fewer costs and employee injuries. When internal communicators have a tool to enable employees, communication becomes more than a megaphone for announcements, it transforms company culture and creates positive business outcomes.

Cost

Investing in an internal comms tool should be a one-stop shop for communicators not an a-la-carte menu with one-off costs for additional services.

Modalias Research Technology found that the average intranet costs \$40,000 a year and takes more than 15 months to implement. This doesn't take into consideration survey tools, staff training tools, the organizational tools to help internal communicators, and employee experience professionals plan content. With Staffbase, you get an all-in-one tool that allows you to plan, execute, and measure content, saving companies time and money.



Employees at STF speak over 30 different languages. One of the greatest cost-saving opportunities Erin has seen since the implementation of STF Connect is the reduction in translation costs.

With Staffbase, Erin can auto-translate instantly and schedule posts to be available in over 100 languages.

“According to the communications handbook, our previous translation company charged \$40 for 1-6 sentences, and based on our activity last month in STF Connect, we publish 20 sentences a week on average. That would be \$160 a week, or \$8,320 a year in additional translation costs.”

Engagement

85% of employees are not engaged or actively disengaged at work. (Gallup)

Disengagement has far reaching business outcomes beyond not responding to the company survey. Gallup also found that compared with bottom-quartile engagement companies, top-quartile engagement companies have:

25-65% lower turnover
48% fewer safety incidents
22% high profitability
21% high productivity

With Staffbase, Erin is able to easily measure the engagement of her employees and create strategic future internal comms plans.

Scanning over the analytics of the post, Erin reported there were 40 comments on the post and she was able to easily answer 10 questions.

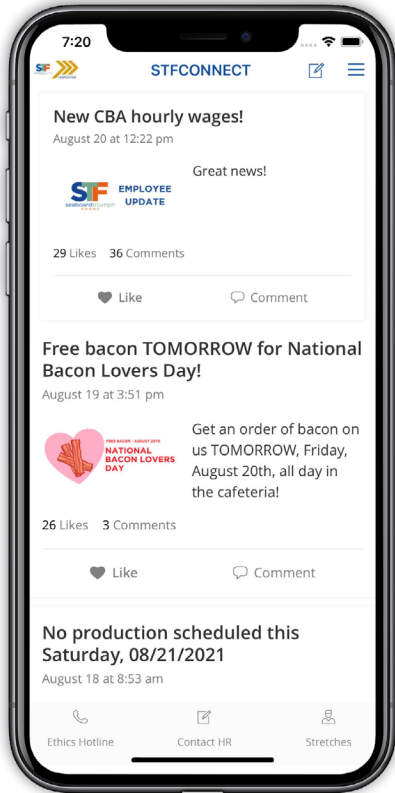
Social wall features such as commenting and liking gives internal communicators far more insights to employee engagement and keeps all questions about a topic, questions that employees will inevitably share, all in one place as a single source of truth.

Productivity

Inefficiency is the product of time-consuming activities that hamper employee productivity and workflow, such as searching for already available information and performing administrative tasks like vacation requests, filing expenses, and filling out timesheets.

Several studies confirm that employees spend on average 20 percent of their work time searching for and gathering information they need to do their jobs effectively. Additionally, 12 percent of time is spent on administrative tasks.

With STF Connect Erin saves time administratively by sending out push notifications, answering questions visibly, or organizing all of the app's resources.



Previously, the company used physical booths to collect responses to surveys. Now Erin can design sign-ups for COVID-19 vaccines, create a quick link for their Contact HR form, and send company-wide sentiment surveys in less than 10 minutes.

“If I post something on the app, it takes me like five minutes, and if I couldn’t do that, I would have to spend at least four hours a day sitting in the hall asking people to sign up.

With Staffbase’s acknowledgement feature, Erin is able to easily stay up to date with compliance audits that are crucial to the food manufacturing industry. To maintain food safety standards and relevant certifications, employees previously had to acknowledge any changes or updates on paper in morning safety huddles. Now, Erin can easily track which employees clicked the “I acknowledge” button on posts mentioning new procedures and send a push notification only to those employees who haven’t.

For employees, Erin can segment audiences to make sure the information they receive is pertinent and personalized.

With an average drive time of 30 minutes for most employees, having a tool to quickly notify employees of weather emergencies and closures saves everyone time and costs of commuting.

“One morning due to a weather emergency we had to cancel the first shift of the day. Without the app, our office team would have had to greet employees at the front of the plant at 5 a.m. to tell them to go back home.

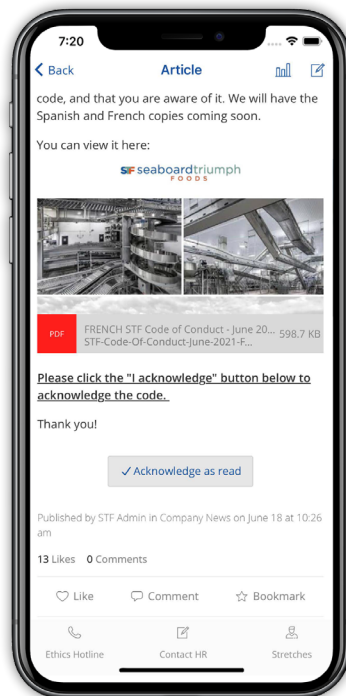
Risk Reduction

Work injuries often occur due to poor training or onboarding processes and insufficient enforcement of good practices in the moments that matter. A distributed approach to internal communication made possible by an employee app like STF Connect gives operational leaders the tools to disperse job-critical information in meaningful moments to ensure compliance.

Erin created a wellness quicklink for articles about staying hydrated and specific stretches for employees working on the factory floor.

“With safety information about stretching in the pockets of employees, we’ve seen less employees coming to health services with muscle strains. I believe that the education and awareness opportunities our employee app provides is extremely beneficial.”

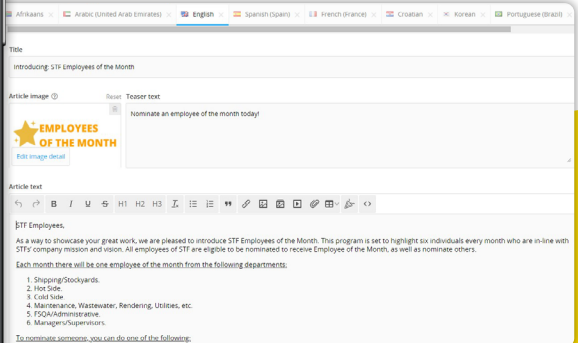
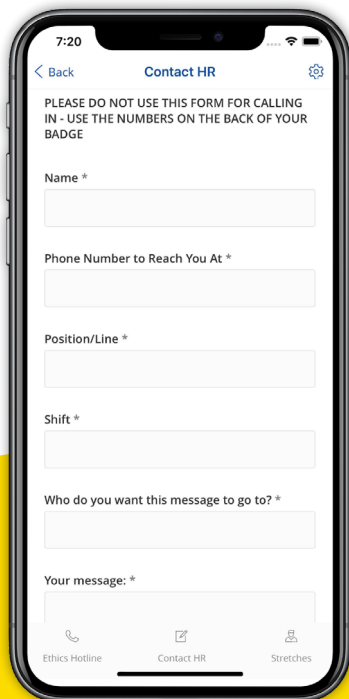
Throughout COVID-19, STF Connect became a single source of truth for information on the extremely important safety protocols in the plant.



Conclusion

Research shows that improved internal communication alleviates business problems and supports employee performance. Our customers, like Seaboard Triumph Foods, are saving time and money with an internal comms solution that makes sending and receiving comms easy and efficient. Insights into the effect of internal communication on business outcomes—and subsequently the impact of a mobile employee app on internal communication—point to a concrete and calculable return on investment (ROI).

Erin was able to use the survey tool in the app to create a sign-up for COVID-19 vaccines allowing 165 employees to get their vaccine at work!





The Communications Playbook for Manufacturing

A Six-Step Guide to Increasing Employee Engagement



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To learn more about how Staffbase is the internal comms tool manufacturing professionals trust, check out our Communications Playbook for Manufacturing!

[Download the Playbook](#)

